

## AMENDMENTS TO THE CLAIMS:

1. (Currently Amended) A strip merchandiser for use with an automated loading mechanism ~~of the type described~~ comprising an elongate body portion having a plurality of longitudinally spaced product mounting hooks capable of being raised and lowered as the strip passes through the mechanism and a header portion on the body portion, the header portion ~~having different characteristics to those of the body portion so that it cannot readily~~ not having any mounting hooks, thereby providing that the header portion is unable to pass through the mechanism, ~~wherein characterized in that~~ the strip merchandiser at or adjacent the intersection between the header portion and the body portion is provided with ~~means~~ a neck portion which is configured to allow the header portion to pass above the mechanism, wherein the neck portion is created by providing a pair of opposed lateral cuts wherein material is removed from either side of the neck portion.

2-3. (Cancelled)

4. (Currently Amended) A strip merchandiser as in ~~Claim 2~~ Claim 1 wherein each cut is in the form of an incomplete 'c' wherein one leg of the 'c' does not continue through to the edge of the strip.

5. (Previously Presented) A strip merchandiser as in Claim 1 wherein the neck portion, or that section of the strip intermediate the cuts, is provided with means to encourage bending of the neck.

6. (Original) A strip merchandiser as in Claim 5 wherein such means includes the provision of transverse score line or crease or a series of perforations in the material which also encourage bending.

7-12. (Cancelled)

13. (New) A strip merchandiser as in Claim 1 wherein the neck portion joins the body portion below an upper edge of the body portion and joins the header portion level with a lower edge of the header portion thereby facilitating lifting of the header portion in front of a plane of the body portion.